THE NEW P.M. MEDIA MISSION

PROVIDE EXPERT MANAGEMENT OF THE MEDIA RESOURCES USED BY P.M. TO INSURE THAT ALL PROGRAMS DELIVER MAXIMUM LEADERSHIP IMPACT, EFFECTIVENESS AND EFFICIENCY. SPECIFIC KEY ACCOUNTABILITIES INCLUDE:

* PROVIDE GLOBAL BRAND ADMINISTRATIVE SUPPORT FOR THE MEDIA PLANNING PROCESS.

* MANAGE THE CORPORATE RELATIONSHIP WITH MAJOR MEDIA SUPPLIERS TO INSURE MAXIMUM UTILIZATION OF MULTI-MEDIA OPPORTUNITIES.

* MANAGE THE MEDIA NEGOTIATION PROCESS FOR BOTH EFFICIENCY AND IMPACT.

* FUNCTION AS THE NEW MEDIA IDEA CATALYST.

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